Bill
Do you wish to keep me posted? K.

Ken:

Brief Highlights on TITL Market Sample #33

(1) Tar targets of 0.5 mg create problem in testing even when we maintain the target. Therefore the recommendation is to shift the target to the higher value; e.g. 10.5 target becomes 11.0 target

(2) Steve Parrish / David Klanger were present. However most of the time was spent with Mark Sutter / Daniel Davis / Barbara Reuter / Jim Charles and me.

(3) At the meeting it was agreed to retest five (5) packings in this year's test. ~~However~~ However Sutter / Charles / me rethought the issue surrounding ~~four~~ two (2) of these packings which may create a "locked-in" value that Operations and Marketing areas may have difficulty accepting.

(4) Current plan is to update you early Monday morning.

(5) No firm decisions were reached on whether to change a brand or change the advertising because we have time to make such decisions later this year.

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Source: https://www.industrydocuments.ucsf.edu/docs/qtkk0001